

What is your retailing strategy for strengthening the reach of your products?

At present, our strategy is to cater to all B & C class markets and to strengthen our rural distribution with a strong network of dealers/ distributors/ retailers backed with ATL / BTL activities in the first phase. Our future plan is to ramp up our presence in Modern Trade and to cater to A class markets with some more new products in the second phase next year.

What is your assessment of the way your product category is shaping up in terms of demand and growth?

In the past four years, Indian namkeens is growing at faster pace @24-25% (approx.) as compared to Western snacks growing @12% (approx.) overall.

What would be the market size for your product and how do you see it growing in the future?

Private Labeling remains our top focus. Now, we are also focusing on our own branding. We have gained a market share of 4-5% and the aim is to grow above 15% in our targeted markets in times to come.

What are the main underlying consumption trends that you see for your line of products?

Traditional Fried category is a leading trend in the market. Roasted category having low fat products is becoming popular in the higher end of the market though it may take several more years to develop this category into a mass consumption market. New flavors such as cheese flavor, Thai chilly, Wasabi, Salsa, etc, are the new trends in the urban market. Nacho chips are gaining share and growing in the market.

With consumers becoming more health-conscious, what impact is it having on the sales of your products?

Fried products in namkeens and snacks have always enjoyed the edge due to their better taste as compared with roasted ones. At the same time, the health category is also developing as is evidenced in the growing demand for our diet range – Diet Mixture and Jhalmuri.

What innovations and steps are you taking to make your products healthy and better for you?

Our mission is to source Nature's finest raw materials, process them using the best technology, and make them available across the globe at affordable prices. Our endeavor is to achieve new



technology adaptation to make roasted and low fat namkeens and snacks achieving global standards of excellence at all levels of operations with a focus on consumer satisfaction. We want our products to bring a smile on every consumer's face by offering them the best flavors of India.

Which are the factors that play an important role in the category performance?

The market is divided into three categories comprising kids, teenagers, and adults. The kids' category calls for new packaging and products that are soft, chewable, spicy, and also come with offers of freebies. Kids are always ready to adapt to new flavors and due importance should be given to this aspect. Teenagers, being health conscious, look for healthier and high-grade products. Adults look for the brand and price and they want their money spent well; hence the quantity aspect too forms a key consideration in their choice making.

Do you think retailers should allocate more shelf-space and give more weight to the category to help it grow?

More space for merchandising is certainly the need of the category. They should promote region-wise flavors and local taste. Besides, there should be a fair understanding of what constitutes reasonable margins as this is the need of the organized trade market currently.

What are the challenges in the market and what solutions have you embraced to meet your goals?

Local trade practices region-wise are major challenges in the market. Right packaging, great taste and right pricing are main points that we are addressing to meet our goals. As the margins are very thin in organized trade, it is a challenge competing with the price and trade margins in the unorganized sector. **PG**

The company has been broadening its horizons under the Munchon's brand and is looking to expand its footprint beyond the existing geographical boundaries. Our expansion plans will allow the products to be soon available all over India in the next two years.

